

WBNS-TV, Inc. **DEPT L-1133** COLUMBUS, OH 43260-1133

**GMMB** 1010 Wisconsin Avenue Suite 800 Washington, DC 20007

Contract # **Schedule Dates** 

Agency

Product

**Brand** 

Salesperson

Sales Office

**Buyer Name** 

Comments

Date:

Advertiser

09/15/12-09/21/12 Obama for America (6765)

GMMB (4408)

102703

Political/Candidate (1161)

political candidate (1775)

Philadelphia Office, Philly (1680) Eagle Television/Philadelphia Office

KAUFMA, MEREDITH

Phone/Fax

CPE **Account Types** Billing Type

95/101/1775 National/Political

Standard OBAMA/P/D:60

OBAMA FOR AMERICA :60'S

Accepted-Station:

**Date Entered Last Modified** 

09/14/12 09/20/12 Erica Pegues

CO-OP No

Headline #

Entered By

ECR07903949

Demo

Order Type Normal

Package Deal Commission %

15.00

Commission \$10,197.00 Net Total \$57,783.00

Date:

Comments:

Sales Tax

WBNS-TV (WBNS) By Broadcast Month Spots Rate Sep. 2012 \$67,980.00 Grand Total: 48 \$67,980.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th	Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / NFL/AFC FOOTBALL	09/16/12-09/16/12	4	1:00	4:25P- 7:30P (EST)	1		is No			V	X	1	\$4,400.00	\$4,400.00	WBNS-TV (WBNS)	4:00P-CC NFL Game	9/14/12
2.0	Normal Line / NFL-BROWNS/BENGALS	09/16/12-09/16/12	3	1:00	12:57P- 4:25P (EST)	1			i ii IL	1		X	1	\$12,000.00	\$12,000.00	WBNS-TV (WBNS)	12:56P-CC NFL Browns/Bengals	9/14/12
3.0	Revised Line / SPORTS	09/15/12-09/15/12	3	1:00	3:30P- 6:58P (EST)	2				J J		X :				WBNS-TV (WBNS)	COLLEGE FOOTBALL	9/14/12
3.1	Normal Line / NCAA SPORTS	09/15/12-09/15/12	3	1:00	3:30P- 6:58P (EST)	2			11	1	1	X ¦	2	\$2,000.00	\$4,000.00	WBNS-TV (WBNS)	COLLEGE FOOTBALL	9/14/12
4.0	Normal Line / SPOT	09/15/12-09/15/12	5	1:00	11P- 11:35P (EST)	1				1	1	X .	1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	NEWS	9/14/12
5.0	Normal Line / SPOT	09/15/12-09/15/12	5	1:00	11:35P- 12A (EST)	1				1	1	X ¦	1	\$500.00	\$500.00	WBNS-TV (WBNS)	W2W	9/14/12
6.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	5P- 6P (EST)	2	Х	Х	Х	Х	X	1	2	\$1,100.00		WBNS-TV (WBNS)	5pm News	9/14/12
7.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	6P- 6:30P (EST)	1	Х	Х	Х	X	X		1	\$1,250.00		WBNS-TV (WBNS)	6pm News	9/14/12
8.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	6:58P- 7:30P (EST)	2	Х	Х	Х	X	X	Ī	2	\$1,500.00		WBNS-TV (WBNS)	JEOP	9/14/12
9.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	7:30P- 7:57P (EST)	2	Х	Х	х	X	X		2	\$1,000.00	\$2,000.00	WBNS-TV (WBNS)	WHEEL	9/14/12
10.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	11P- 11:35P (EST)	2	Х	Х	Х	Х	X		2	\$1,400.00		WBNS-TV (WBNS)	11pm News	9/14/12
11.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	11:35P- 12:37A (EST)	2	Х	Х	Х	X	X	1.	2	\$500.00	CONTRACTOR OF THE PROPERTY OF	WBNS-TV (WBNS)	LETTERMAN	9/14/12
12.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	12:37A- 1:37A (EST)					х		1	2	\$80.00		WBNS-TV (WBNS)	FERGUSON	9/14/12

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the	basis of race or ethnicity. Any provision in any order or agree	ement for advertising that purports to discriminate on the	e basis of race or ethnicity, even if handwritten, typed or

Accepted-Agency/Advertiser:

otherwise made a part of the particular contract, is herby rejected."



1010 Wisconsin Avenue

Washington, DC 20007

Line Type / Break Type (Ref #)

**GMMB** 

Suite 800

Line

WBNS-TV, Inc. **DEPT L-1133** 

COLUMBUS, OH 43260-1133

Contract # 102703 Schedule Dates Advertiser

Agency

Product

**Brand** 

Salesperson

Sales Office

**Buyer Name** 

09/15/12-09/21/12

Obama for America (6765)

GMMB (4408)

Political/Candidate (1161)

political candidate (1775)

Philadelphia Office, Philly (1680) Eagle Television/Philadelphia Office

KAUFMA, MEREDITH

Phone/Fax CPE

95/101/1775 **Account Types** National/Political

Billing Type Standard Comments OBAMA/P/D:60

OBAMA FOR AMERICA: 60'S

**Date Entered** 09/14/12 Last Modified

09/20/12 **Entered By** Erica Pegues

CO-OP No

Headline # ECR07903949

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$10,197.00 **Net Total** 

\$57,783.00

Sales Tax

WBNS-TV (WBNS) By Broadcast Month **Spots** Rate \$67,980.00 Sep. 2012 48 Grand Total: 48 \$67,980.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Time	es S	PW I	Мо	Tu 1	We T	Th	Fr Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / SPOT	09/15/12-09/15/12	4	1:00	6:57A- 9A (EST)		1	1		1	1	X	1	1	\$800.00	\$800.00	WBNS-TV (WBNS)	EARLY SHW SAT	9/14/12
14.0	Normal Line / SPOT	09/16/12-09/16/12	4	1:00	8:58A- 10:30A (ES	ыт)	1	1		4	1		Х	1	\$1,600.00	\$1,600.00	WBNS-TV (WBNS)	SUNDAY MORNING CBS	9/14/12
15.0	lormal Line / SPOT	09/15/12-09/15/12	5	1:00	6:58P- 7:30P (EST	ח	1			81	1	X	1	1	\$400.00	\$400.00	WBNS-TV (WBNS)	NEWS	9/14/12
16.0	formal Line / SPOT	09/19/12-09/19/12	5	1:00	7:57P- 9:30P (EST	ח	1	T		X ¦	1		1	1	\$4,000.00	\$4,000.00	WBNS-TV (WBNS)	SURVIVOR	9/14/12
17.0	formal Line / SPOT	09/19/12-09/19/12	5	1:00	9:30P- 11P (EST)		1	1		x ¦	11	1	1	1	\$4,000.00	\$4,000.00	WBNS-TV (WBNS)	BIG BROTHER	9/14/12
18.0	Normal Line / SPOT	09/21/12-09/21/12	5	1:00	10P- 11P (EST)	11012	1			1	1	X ¦	1	1	\$2,800.00	\$2,800.00	WBNS-TV (WBNS)	BLUE BLOODS	9/14/12
19.0	lormal Line / SPOT	09/17/12-09/21/12	5	1:00	11:58A- 12:30P (E	EST)	2	X	Χ	X ¦	X ¦	X	1	2	\$550.00	\$1,100.00	WBNS-TV (WBNS)	Noon News	9/14/12
20.0	lormal Line / SPOT	09/17/12-09/21/12	4	1:00	12:30P- 2P (EST)		1	X	Х	X	X ;	X	11	1	\$1,600.00	\$1,600.00	WBNS-TV (WBNS)	SOAPS	9/14/12
21.0	lormal Line / SPOT	09/17/12-09/21/12	4	1:00	2P- 3P (EST)		2	X	Х	X	X	X	1	1	\$800.00	\$800.00	WBNS-TV (WBNS)	TALK	9/14/12
21.0.1	Closed Preempt	09/21/12	o					18 15	1	11	i i	1	1				WBNS-TV (WBNS)	Political/Spot -1600	
22.0	lormal Line / SPOT	09/17/12-09/21/12	5	1:00	3P- 3:55P (EST)		1	X	Χ	X ¦	Χį	X	1		\$350.00		WBNS-TV (WBNS)	DR PHIL	9/14/12
22.0.1	Closed Preempt	09/20/12								i	I I		I .				WBNS-TV (WBNS)	Political/Spot -800	
23.0	lormal Line / SPOT	09/17/12-09/21/12	5	1:00	3:58P- 5P (EST)		2	X	Х	x	X	x		2	\$350.00	\$700.00	WBNS-TV (WBNS)	DR OZ	9/14/12
24.0	lormal Line / SPOT	09/17/12-09/21/12	5	1:00	5A- 5:55A (EST)		2	X	Х	x	x ¦	x	1	2	\$300.00	\$600.00	WBNS-TV (WBNS)	5am News	9/14/12
						CONF	IR	M/	ATI	10	V (	COI	VTF	RAC	T				
ccepted-/	Agency/Advertiser:			Date:	Ac	cepted-Stati	on:								Date:	Comments:	55		

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**GMMB** 1010 Wisconsin Avenue Suite 800 Washington, DC 20007

Schedule Dates 09/15/12-09/21/12 Advertiser Obama for America (6765) Agency GMMB (4408) Product Political/Candidate (1161) Brand political candidate (1775) Salesperson Philadelphia Office, Philly (1680) Sales Office Eagle Television/Philadelphia Office

Contract #

**Buyer Name** KAUFMA, MEREDITH Phone/Fax CPE 95/101/1775

102703

**Account Types** National/Political Billing Type Standard Comments

OBAMA/P/D:60 OBAMA FOR AMERICA: 60'S **Date Entered** 09/14/12 Last Modified 09/20/12 Erica Pegues **Entered By** CO-OP No

Headline # ECR07903949

Normal

\$57,783.00

Demo Order Type

Package Deal Commission %

15.00 Commission \$10,197.00

**Net Total** Sales Tax

WBNS-TV (WBNS)

By Broadcast Month

Sep. 2012

Grand Total:

Spots

48

48

Rate

\$67,980.00

\$67,980.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th	Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entere
25.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	5:57A- 7A (EST)	1	Х	Х	Х	X	X	1	1	\$700.00	\$700.00	WBNS-TV (WBNS)	6am News	9/14/12
26.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	7A- 8A (EST)	2	Х	Х	Х	Х	X		1	\$750.00		WBNS-TV (WBNS)	7am Early Show	9/14/12
26.0.1	Closed Preempt	09/21/12										1				WBNS-TV (WBNS)	Political/Spot -800 (2x)	5/2 1/20
27.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	8A- 8:55A (EST)	2	Х	Х	X	Х	X	4	2	\$300.00	\$600.00	WBNS-TV (WBNS)	8am Early Show	9/14/12
28.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	4:25A- 4:58A (EST)	1	Х	Х	Х	Х	Х	1	1	\$20.00		WBNS-TV (WBNS)	4:30am News	9/14/12
29.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	8:58A- 9:55A (EST)	2	Х	Х	Х	х	Х	1	2	\$350.00		WBNS-TV (WBNS)	KELLY	9/14/12
30.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	9:58A- 10:55A (EST)	1	Х	х	Х	Х	X		1	\$500.00		WBNS-TV (WBNS)	DEAL	9/14/12
31.0	Normal Line / SPOT	09/17/12-09/21/12	4	1:00	10:58A- 11:57A (EST)	2	Х	Х	Х	х	X		2	\$800.00	2000	WBNS-TV (WBNS)	TPIR	9/14/12
32.0	Normal Line / SPOT	09/16/12-09/16/12	4	1:00	7:30P- 8:30P (EST)	1			8 1	1	81	X		\$8,000.00		WBNS-TV (WBNS)	60 MINUTES	9/14/12
32.0.1	Closed Preempt	09/16/12														WBNS-TV (WBNS)	No Avail/Exception -	3/11/12
33.0	Normal Line / SPOT	09/16/12-09/16/12	5	1:00	12:05A- 12:30A (EST)	1		Į.		į	- (1	X	1	\$500.00	\$500.00	WBNS-TV (WBNS)	W2W	9/14/12
34.0	Normal Line / SPOT	09/21/12-09/21/12	5	1:00	7:57P- 9P (EST)	1					х		1	\$2,000.00		WBNS-TV (WBNS)	UNDER COVER BOSS	9/19/12
35.0	Normal Line / SPOT	09/20/12-09/20/12	4	1:00	8:58P- 10P (EST)	1				Х	- 1	1	1	\$6,000.00		WBNS-TV (WBNS)	TWO MEN/TWO MEN	
36.0	M/G For 26.0.1 / SPOT	09/21/12-09/21/12	3	1:00	3P- 3:55P (EST)	1		8			Х	1	1	\$1,600.00		WBNS-TV (WBNS)	Dr. Phil	9/19/12

		O O 1 41 11 71411 (11 10 14	CONTINUE		
Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:	
1 ×					

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WBNS-TV, Inc. **DEPT L-1133** COLUMBUS, OH 43260-1133

**GMMB** 1010 Wisconsin Avenue Suite 800 Washington, DC 20007

**Billing Type** 

Comments

Contract # 102703 Schedule Dates 09/15/12-09/21/12 Advertiser Obama for America (6765) Agency GMMB (4408) Product Political/Candidate (1161) Brand political candidate (1775) Salesperson Philadelphia Office, Philly (1680) Sales Office Eagle Television/Philadelphia Office **Buyer Name** KAUFMA, MEREDITH Phone/Fax CPE 95/101/1775 **Account Types** 

National/Political Standard OBAMA/P/D:60 OBAMA FOR AMERICA: 60'S **Date Entered** 09/14/12 Last Modified 09/20/12 **Entered By** Erica Pegues CO-OP No Headline # ECR07903949 Demo Order Type Normal Package Deal Commission % 15.00 Commission \$10,197.00 **Net Total** 

Sales Tax

\$57,783.00

WBNS-TV (WBNS) By Broadcast Month **Spots** Rate Sep. 2012 48 \$67,980.00 Grand Total: 48 \$67,980.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	V N	Мо	Tu V	Ve Th	h Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
37.0	M/G For 22.0.1 / SPOT	09/21/12-09/21/12	5	1:00	5A- 5:55A (EST)		1	£1 £1			X			1	\$300.00	\$300.00	WBNS-TV (WBNS)	5am News	9/20/12
1																			
					CO	NFII	RI	MA	TI	ON	C	NC	TF	RAC					
cepted-,	Agency/Advertiser:			Date:	Accepted										Date:	Comments:			

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B/E Bookend P/B Piggy Back